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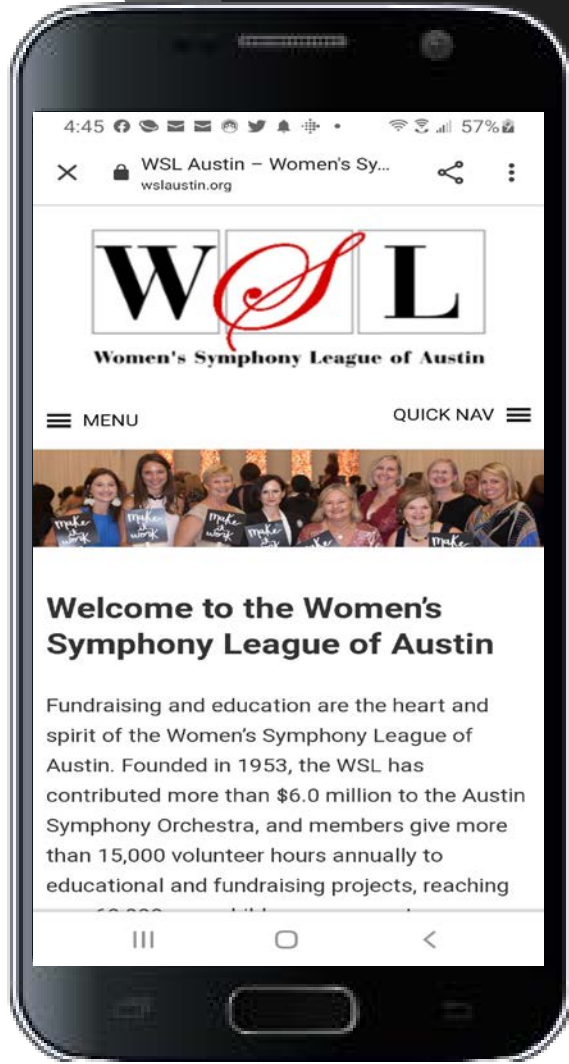
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A Modern Website for Modern Times



PURPOSE

Create a modern, responsive, mobile friendly, and easy to navigate design with new and enhanced content to showcase the WSL's mission, events, youth programs, and community engagement.



Project Development:

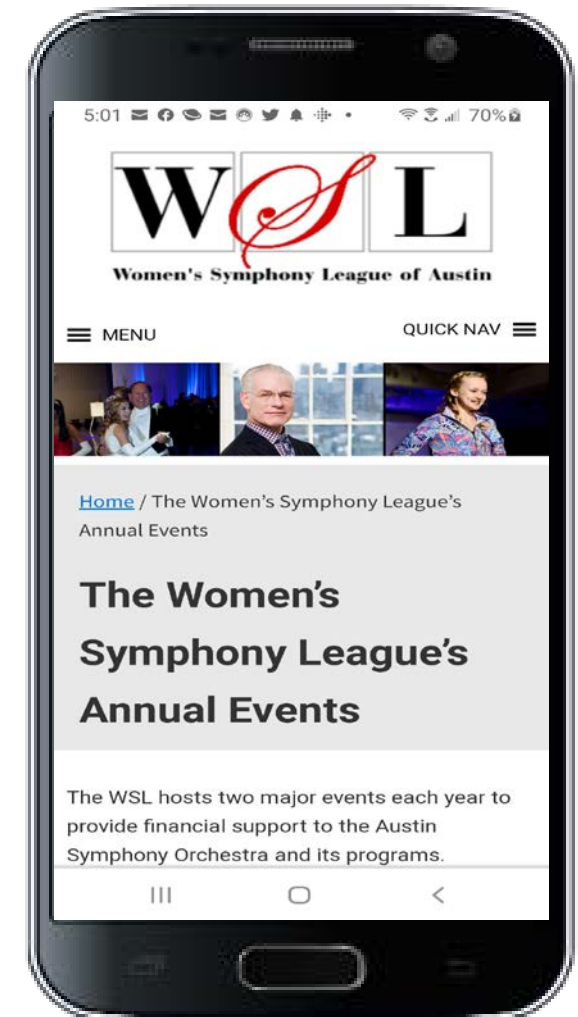
- Four volunteers on WSL's Technology Committee worked with a contracted web designer and developer over an 8-month period.
- The team met in coffee shops, at homes, or on conference calls to create the complete design, navigational structure, comprehensive content, and select photos from the archives.
- Two members of the Tech Committee were trained by the developer to update and maintain the new website.
- Website designed to maintain a consistent page structure even with a change in volunteers managing the site.

Ongoing Volunteer Requirements:

- One to two volunteers are needed for regular updates and maintenance of the website.
- Monthly contract with programmer to manage site backups and software updates.

User Experience Focus

- Modern with latest design elements
- Responsive – dynamically adjusts how content is displayed per devices' screen dimensions
- Engaging Photos
- Year-round content vs. seasonal or event driven
 - Youth Programs
 - Annual Events
 - Membership Engagement
- Tech savvy members increasingly using mobile devices.
- Modern and mobile to attract and retain members.
- Be more attractive and informative for the general public.



Website platform tools & information available upon request.

Project Budget:

Total Expense: \$5,000.00

\$2,000.00 Web Designer

\$3,000.00 Developer

The expense was covered by a Technology Reserve Fund that had been set aside for future needs.

Total Revenue: \$0.00



Abbreviated Timeline

January – formalize volunteer team; identify web developer and designer; identify example websites to guide design process.

February – develop list of detailed requirements and web design best practices; meet with developer and designer; receive WSL Board approval to proceed.

March - sign developer and designer contracts and NDA's; meetings begin with designer - overall design, navigation structure, WSL logo graphic requirements.

April – review draft website mockup submitted by designer; provide feedback for modifications; continue review and modification process.

May – designer submits final Website Specification document: new and revised website content and photos are submitted to developer as approved by team.

Abbreviated Timeline (cont'd.)

June – review and monitor progress of development website; create list of action items; meet with developer periodically to review progress and track action items.

July – test website on all media devices; complete action items; final review and approval; developer begins training two volunteers responsible for website.

August – complete training of volunteers; present new website at board meeting; determine best date/time to launch website based on current WSL event schedule.

LAUNCH!

Community Impact

- New website is a much greater source of information regarding WSL's mission, programs, and events leading to increased community engagement.
- Youth Programs content for Pre-K through College age provides greater details for ways the community can support and be involved with the WSL, and by doing so, support the Austin Symphony Orchestra.
- Website highlights memberships' engagement in events, committees, and the community while fulfilling our mission of providing service and financial support to the ASO.

